



Missouri Department of Health and Senior Services
Division of Community and Public Health
Section for Environmental Public Health
Bureau of Environmental Epidemiology
Environmental Public Health Tracking Program



MISSOURI EPHT STRATEGIC PLAN BEGINNING AUGUST 1, 2011





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Point of Contact

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Vision

Healthy Missourians living in healthy communities for life.

Each Missourian has a right to a healthy life and a responsibility to make choices so that we have lifelong health. Our vision is for healthy Missourians throughout life: from conception to natural death. Together we can achieve this vision. Our health is our wealth.

Mission

To provide information to and receive information from the National EPHTN by compiling, combining, and translating public health and environmental data into meaningful information that leads to increased knowledge that is used to increase the health of Missourians and their communities.

The Missouri Department of Health and Senior Services is the public health agency for Missouri. It is our role to promote health and to protect the citizens of Missouri. Promoting and protecting health is a big job, requiring partnerships that are broad and inclusive. It is our mission to be a leader in promoting, protecting, and partnering for health.



Values

We value the public health workforce, the employees of the Department of Health and Senior Services (DHSS), and the local public health agencies (LPHAs) who work every day to improve the health of Missouri's people and communities.

We value those who work with us to promote and protect the public's health. Our partners include the Office of Administration (OA)/Information Technology Services Division (ITSD), academic partners of excellence (APEX), other state and federal agencies, universities and colleges, schools of public health, private health care providers, volunteer and advocacy agencies, professional organizations, business and industry groups, and private citizens of Missouri.

We value a strong public health system. This allows us to assess health status and needs, develop policies and priorities, and assure that the state is responding appropriately. We believe that the public health infrastructure should include surveillance and epidemiology, comprehensive statewide information systems, optimum public health laboratory services, health education and information, qualified and trained staff, and effective management.

The Missouri Department of Health and Senior Services is a responsible and responsive organization of inspired employees committed to continuous improvements in the health status of our population through partnerships with local public health agencies, public and private sector entities, and Missouri citizens. Our first responsibility is to our citizens. The participation of Missourians in developing and evaluating our services is highly valued.

Strategic Issue

The environment unquestionably plays an important role in human development and health. Although some links between environmental exposures and diseases--such as asbestos and lung cancer--are well documented, others--such as environmental exposures and childhood cancers--remain unproven. Domestic environmental public health concerns need to be addressed first; however, ultimately global issues need to be addressed because many environmental public health threats do not respect national boundaries.¹

The Missouri Environmental Public Health Tracking Network (EPHTN) will help to protect communities by providing information to federal, state, and local agencies. These agencies, in turn, will use this information to plan, apply, and evaluate public health actions to prevent and control environmentally related diseases.

¹ Centers for Disease Control and Prevention, Initials. (n.d.). Report of the tracking network workgroups. Retrieved from <http://www.cdc.gov/nceh/tracking/pdfs/wgreport.pdf>

Goal 1

Operate, maintain, and enhance the Missouri EPHT Network for the collection, access, analysis and dissemination of environmental public health data, knowledge and information.

Expected Outcome: To provide, maintain, and enhance the Public Health Information Network (PHIN)-National Health Information Network (NHIN) compliant secure network portal for Missouri with continuous additions of appropriate data sets throughout the life of the EPHT Network

Objective 1: House and maintain data in a way that can be added to the National EPHT Network.

Strategy 1: Maintain and refine data and data quality standards for Missouri.

Activities:

- Maintain the existing DHSS PHIN infrastructure including EPHT functions.
- Evaluate and refine Missouri's Data Investigation, Collection, and Evaluation (MoDICE) protocol.
- Continue evaluation of potential sources for CDC determined core data conditions.
- Identify and evaluate potential sources for additional core and complementary data as detailed in the Request for Application (RFA).

Strategy 2: Participate in the development and continued refinement of data standards.

Activities:

- Participate in national EPHTN efforts to develop best practices, processes, products, toolkits, and communities of practice.
- Continue participation in content workgroups (CWG).
- Continue participation and cooperation with APEX.
- Attend conferences, workshops, conference calls, and other EPHT Network related activities involving the Standards and Network Development (SND), Program Marketing and Outreach (PMO), and Principal Investigator (PI)/Project Manager (PM) workgroups.

Objective 2: Provide secure access to data for potential EPHT Network users.

Strategy 1: Maintain and enhance the Missouri portal to disseminate EPHT Network-related information and data.

Activities:

- Investigate, negotiate, and incorporate reciprocal data sharing agreements with data stewards to obtain access to appropriate data and information.
- Investigate and incorporate technologies and tools to aid and evaluate the interoperability of the Missouri secure EPHT Network.
- Implement and maintain the Missouri EPHT Security Protocol
- Monitor and maintain all secure user request and access documentation and information for a minimum of 3 years.

Strategy 2: Provide access to share metadata among potential users.

Activities:

- Require use of the approved EPHT metadata template, a template of minimum core Federal Geographic Data Committee (FGDC) metadata elements, for the tracking network as established by the Metadata Workgroup.
- Continue to assess and modify the metadata template to include additional FGDC recommended elements.

Strategy 3: Assure role-based security using “least-access” methods.

Activities:

- Provide role-based security that complies with PHIN standards in accordance with appropriate National Institute of Standards and Technology (NIST) guidelines by extending DHSS security systems to meet the requirements of EPHT role-based access.
- Provide secure access to DHSS developed web-based query and analysis tools for data within the DHSS data warehouse to other agencies participating in the Missouri EPHT network.
- Provide public access to DHSS developed web-based query and analysis tools for data available on Missouri’s EPHT web portal.

Objective 3: Continue to provide, maintain, and enhance mechanisms for secure data transport.

Strategy 1: Maintain secure data transport in compliance with PHIN-NHIN standards.

Activities:

- Provide for connectivity in accordance with existing NIST standards of practice.
- Implement EPHT Network compliant gateways as recommended by the SND workgroup.

Strategy 2: Participate in the continued development of security standards and best practices.

Activity:

- Ensure membership on and participation on national subgroups and teams.

Performance Measures:

- Participate in all EPHT conference calls beginning in August 2011.
- Complete initial evaluation of the MoDICE protocol by December 2011.
- Complete and test identified revisions of the MoDICE protocol by June 2012.
- Identify additional data content area to be incorporated as a data query tool on the web-portal by December 2011.
- Review all internal security policies and procedures that support role-based access of internal, external, and public users to the Missouri EPHT network by March 2012.
- Review security assessment criteria, including PHIN Preparedness Cross Functional components certification self-assessment and NIST SP 800-26 assessment by March 2012.
- Identify data sources for the additional core conditions (per the RFA) by April 2012.
- Identify and add any appropriate tracking network security roles to the DHSS directory by December 2011.
- Negotiate file transfer protocols and appropriate data sharing agreements (DSAs) for additional data sources by June 2012.
- Review existing Missouri web resources and incorporate into the EPHT Network portal by July 2012.
- Metadata templates will be reviewed and updated on an annual basis beginning September 2011.
- Establish and implement data exchanges with two state partners and/or allied agencies by August 2012.
- Completion of metadata templates for additional core measures by July 2012.
- Publish identified data for additional core measures on the state EPHT network web-portal by October 2012.
- Extend the web-portal to include all EPHT Network approved components by December 2012 or other mutually agreed upon date between the CDC and the Missouri DHSS/EPHT team.

Goal 2

Promote the use of Missouri's EPHT Network through marketing and outreach.

Expected Outcome: Create awareness of the existence and potential uses of Missouri's EPHT Network

Objective 1: Enhance Missouri's workforce and infrastructure.

Strategy 1: Develop and coordinate EPHTN-related training for DHSS, allied agencies, and Local Public Health Agencies (LPHAs).

Activities:

- Offer training opportunities to LPHA staff to increase knowledge of products and abilities available on the nation and Missouri EPHT Network portals.
- Provide opportunities for LPHA staff to complete the national EPHT 101 course.

Strategy 2: Facilitate the development and use of the EPHT Network by allied agencies.

Activities:

- Offer training opportunities to allied agency staff to increase knowledge of products and abilities available on the nation and Missouri EPHT Network portals.
- Provide opportunities for allied agency staff to complete the national EPHT 101 course.

Objective 2: Facilitate the awareness and use of the EPHT Network by implementing social media and marketing outreach opportunities.

Strategy 1: Collaborate with sister programs within the BEE and other partners to promote the awareness and use of the EPHT Network via the Facebook social networking site.

Activities:

- Compile a list of health and environmental observances and investigate the potential for coordinating outreach messaging among partners.
- Continuously monitor and review the *Missouri's Environmental Public Health Team* Facebook page to ensure relevant and timely information is posted.

- Incorporate Facebook provided “Insights” and “Impressions” into Missouri’s Outreach Plan.

Strategy 2: Investigate, evaluate, and incorporate Internet based social media, marketing, and network sites that could be used to promote the awareness and use of the EPHT Network.

Activities:

- Investigate new social media technologies, as they become available, for potential inclusion in Missouri’s EPHT outreach approach, within accepted department standards and practices.
- Promote the use and interaction of partners and the public through social media.

Objective 3: Facilitate the awareness and use of the EPHT Network by traditional sources.

Strategy 1: Work in collaboration with sister programs within the BEE to promote the awareness and use of the EPHT Network via health fairs, home shows, and other public events.

Activities:

- Assist in the development, design, and presentation of messaging used by BEE.
- Provide materials and manpower to operate displays such as health fairs, home shows, and other public events.

Strategy 2: Work in collaboration with allied agencies to promote the awareness and use of the EPHT Network via conferences, workshops, trade shows, and other events.

Activities:

- Provide materials and technical assistance to partners.
- Coordinate cross-promotional opportunities between and across agencies.

Strategy 3: Investigate, evaluate, and incorporate opportunities to promote the awareness and use of the EPHT Network via traditional media sources (e.g., advertisements and/or articles).

Activities:

- Cooperate and coordinate with partners and allied agencies to promote the EPHTN through their newsletters and other selected media.
- Coordinate and disseminate media and materials supplied by the CDC, partners, and allied agencies.

Objective 4: Facilitate the awareness and use of the EPHT Network by accredited schools of Public Health as well as colleges and universities with complementary areas of study.

Strategy 1: Investigate opportunities to interact with faculty and librarians to promote products and data available on the Missouri and national EPHT Network portals.

Activities:

- Investigate and identify which majors and/or areas of study would be most likely to benefit from the use of the EPHTN.
- Compile a resource listing of potential contacts to target with information on EPHTN assets and accomplishments.
- Cooperate with, and coordinate, the inclusion of the national Program Marketing and Outreach (PMO) recommended outreach agenda.

Strategy 2: Investigate, evaluate, and incorporate EPHT products and data into appropriate field of study curricula.

Activities:

- Work in collaboration with sister programs within the BEE and allied agencies to promote the awareness and use of the EPHT Network via campus public events (e.g., visit days).
- Provide internship opportunities to students majoring in health and/or environmental areas of study.
- Target selected college and university contacts with information detailing data, tools, and products available on the EPHTN on an annual basis.
- Solicit input from EPHTN users on new areas of interest and or subject matter for inclusion on the Missouri portal.

Performance Measures:

- Deliver semi-annual electronic newsletters to LPHA staff to highlight available products and abilities of the Missouri and national EPHT networks beginning March 2012.
- Develop and provide four training sessions for EPHTN users employed by LPHAs by July 2012.
- Develop two “hands-on” training exercises on EPHT functionalities and products for display at conferences, workshops, and other outreach events by April 2012.
- Compile a comprehensive health and environmental observance listing by September 2011.
- Incorporate the comprehensive health and environmental observance listing into the Missouri Outreach Plan by October 2011.

- Review Facebook page and monitor “Insights” and “Impressions” on a daily basis beginning August 2011.
- Develop and implement eight campaigns, highlighting partners, for use on social media, including Facebook, to facilitate cooperation across programs by August 2012.
- Review DHSS policies, standards, and practices relating to social media and marketing and the incorporation of new social technologies and products on a quarterly basis beginning August 2011.
- Disseminate Missouri and national EPHTN educational and outreach products at conferences, workshops, and other outreach events beginning August 2011.
- Provide Missouri and national EPHTN educational and outreach products for dissemination at partner sponsored/attended events beginning August 2011.
- Solicit feedback of “*Missouri’s Environmental Public Health Team*” Facebook fans on the usability and presentation of the Missouri EPHT network by April 2012.
- Disseminate Missouri and national EPHTN educational and outreach products at collegiate level campus outreach events beginning August 2011.
- Solicit input from EPHTN users on new areas of interest and/or subject matter for inclusion on the Missouri portal beginning August 2011.
- Partner with Missouri’s Coordinating Board for Higher Education (CBHE) and Department of Elementary and Secondary Education (DESE) to identify institutions and areas of study most likely to benefit from use of the EPHTN by December 2011.
- Compile a resource listing of potential college and university contacts by February 2012.
- Develop and implement a collegiate level outreach campaign targeting students enrolled in health and/or environmental areas of study by April 2012.
- Create an annual executive summary of EPHT activities, to include national and grantee partners, and make it available on the Missouri EPHT portal starting by January 2012.
- Provide two internship opportunities to Missouri collegiate level students majoring in health and/or environmental areas of study by August 2014.

Goal 3

Use the EPHT Network to guide policy and other actions to improve the health, safety and well-being of Missouri citizens.

Expected Outcome: Information generated from the EPHTN is used in the practice of evidence-based decision making by policy makers to benefit public health

Objective 1: Identify, facilitate, and communicate emerging issues and the risks from environmental exposures to DHSS, allied agencies, and LPHAs.

Strategy 1: Provide decision support services to management and the public.

Activities:

- Utilize the Senior Epidemiology Specialist to assist in the ongoing design, integration, and implementation of the state EPHT network and serve as a content expert.
- Conduct periodic management update briefings.
- Conduct analysis on EPHT identified core topics.
- Perform in-depth analysis and ad-hoc reporting, of topics of interest upon management request, and assist in the interpretation of findings.

Strategy 2: Expand the use of available technologies to improve the identification, facilitation, and communication of EPHT information.

Activities:

- Utilize geographic analysis to identify exposure sources.
- Utilize Interactive Mappers to improve the dissemination of EPHT information.
- Utilize peer reviewed tools and methodologies to facilitate the display and interpretation of EPHTN data.
- Conduct ongoing evaluation of emerging technologies and methodologies for potential inclusion to the Missouri EPHTN portal.

Strategy 3: Utilize existing relevant datasets to identify potential EPHT-related conditions.

Activities:

- Identify and evaluate health outcomes for inclusion in the Missouri EPHTN.
- Negotiate data sharing agreements to obtain relevant datasets.

- Assist in the collection, handling, and analysis of data to determine if condition/exposure relationships exist.

Strategy 4: Collaborate with DHSS, allied agencies, and LPHAs by providing EPHT information to assist in the development of interventions and preventions.

Activities:

- Determine target markets (stakeholders) and utilize personal contacts to assure that key partners are included in dialogues about implementation of the state and national EPHT networks.
- Act as a resource for dissemination of EPHT data and information.

Objective 2: Expand and continue to develop the use of EPHT Network opportunities to guide policy, practice, and other actions among a virtual technical advisory group (VTAG).

Strategy 1: Research and evaluate available technologies to facilitate the development and implementation of the VTAG on-line community.

Activities:

- Compare and contrast available web-based services to determine which would provide maximum functionality to the VTAG.
- Select and recommend for purchase a web-based service for the TAG virtual community solution.
- Continue evaluation of emerging technologies, tools, and methodologies for potential inclusion in the EPHT VTAG community.

Strategy 2: Purchase, implement, deploy, and maintain the recommended TAG virtual community solution.

Activities:

- Complete justification and purchase policies and procedures to procure the TAG virtual community solution.
- Incorporate existing DHSS assets and resources into the TAG virtual community solution.
- Collaborate with sister programs and partners to maximize use and integration of the cyber resource into the Missouri EPHTN portal.

Performance Measures:

- Conduct management update briefings on a monthly basis beginning August 2011.
- Perform continual quality control and assurance processes on all datasets included on the Missouri EPHTN portal beginning August 2011.

- Conduct in-depth analysis and ad-hoc report testing on all datasets included on the Missouri EPHTN portal on a semi-annual basis beginning October 2011.
- Review and evaluate function and operation of all interactive mappers available on the EPHTN portal on a monthly basis beginning August 2011.
- Design and implement two new interactive mappers for deployment on the Missouri EPHTN portal by December 2012.
- Deploy peer reviewed tools and methodologies to facilitate the display and interpretation of data as they become available and/or when recommended by the CDC/SND team; or at a date mutually agreed upon between the CDC/EPHT Branch and the Missouri DHSS/EPHT team.
- Provide technical assistance and dissemination of health data and information to stakeholders on an ongoing basis starting August 2011.
- Investigate, evaluate, and obtain data steward agreement to include two new data sets into the Missouri EPHTN portal by July 2013.
- Participate in workgroups and teams established by partners to assist in the collection, handling, and analysis of data on a continual basis beginning August 2011.
- Review and evaluate web-based services to select the most appropriate for use as the platform of Missouri's VTAG by March 2012.
- Complete DHSS justification and purchasing procedures to obtain the VTAG product by August 2012.
- Implement Missouri's EPHTN/VTAG community solution by January 2013.
- Solicit feedback from existing technical advisors on the status of the Missouri state EPHT network by December 2011.
- Recruit at least two new technical advisors to the group by July 2012.
- Incorporate existing Missouri DHSS assets and resources into the VTAG community solution by July 2013.
- Update technical information about the state network on the Missouri EPHT portal for review and comment by technical advisors by June 2012.
- Meet and collaborate with sister programs and partners to maximize use and integration of the VTAG cyber resource into the Missouri EPHTN portal on a monthly basis beginning January 2013.
- Develop and implement an outreach campaign targeting existing and potential TAG members to introduce the new VTAG community solution by July 2013.
- Make recommendations, discuss lessons learned, and evaluate new environmental public health data to be included on the state and national EPHT networks on an on-going basis beginning August 2011.

Goal 4

Foster collaboration among Missouri's EPHT partners.

Expected Outcome: Collaboration among Missouri's Environmental Public Health Tracking partners aid in the assessment of epidemiological and environmental conditions and assist in reducing the burden of disease and promoting effective interventions and public health practices

Objective 1: Identify and recruit partners for inclusion in EPHTN activities.

Strategy: Deliver presentations and demonstrations to provide detailed information about the EPHT network.

Activities:

- Utilize a variety of communication strategies including video conferencing, CD-ROM applications, conference presentations, and publication of articles.
- Include promotional and factual information about the EPHT network and program on the Missouri EPHT network portal.
- Create and web-publish reports and information to assist sister agencies, partners, and stakeholders in their evidenced-based decision making, planning, and intervention efforts.
- Provide a feedback and suggestion mechanism for visitors to the Missouri EPHT network portal.
- Provide materials and manpower to partners and stakeholder's public events and outreach efforts.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Objective 2: Collaborate with DHSS, allied agencies, Public Interest group, and fellow EPHT grantee program advisory group(s) to identify environmental public health concerns.

Strategy 1: Assist in determining items of regional concern.

Activities:

- Initiate, facilitate, and/or participate in regional discussions regarding environmental health concerns.
- Determine potential stakeholders and utilize personal contacts to assure that key partners are included in dialogues about the state and national EPHT networks.

- Provide opportunities for agencies, organizations, and elected officials to complete the national EPHT 101 course.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Strategy 2: Assist in determining items of statewide concern.

Activities:

- Initiate, facilitate, and/or participate in statewide discussions regarding environmental health concerns.
- Evaluate and determine the potential to provide information and act as the repository for environmental public health data and analysis.
- Determine potential stakeholders and utilize personal contacts to assure that key partners are included in dialogues about the state and national EPHT networks.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Strategy 3: Assist in determining items of county and/or local concern.

Activities:

- Initiate, facilitate, and/or participate in local jurisdictional discussions regarding environmental health concerns.
- Evaluate and determine the potential to provide information and act as the repository for environmental public health data and analysis.
- Determine potential stakeholders and utilize personal contacts to assure that key partners are included in dialogues about the state and national EPHT networks.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Objective 3: Identify and improve processes for working with and between partners

Strategy 1: Collaborate with EPHTN designated partners.

Activities:

- Evaluate submitted proposals and promote existing administrative processes and policies to assure timely and effective review and response.
- Promote opportunities for resource sharing at local and regional meetings and conferences.
- Act as a resource for dissemination of EPHT data and information.

- Evaluate partner input for potential inclusion on the Missouri EPHTN portal.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Strategy 2: Collaborate with LPHAs.

Activities:

- Assist department health education staff to create materials for use by the public.
- Promote opportunities for resource sharing at local and regional meetings and conferences.
- Act as a resource for dissemination of EPHT data and information.
- Evaluate partner input for potential inclusion on the Missouri EPHTN portal.
- Provide opportunities for agencies, organizations, and elected officials to complete the national EPHT 101 course.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Strategy 3: Collaborate with community partners.

Activities:

- Assist department health education staff to create materials for use by the public.
- Promote opportunities for resource sharing at local and regional meetings and conferences.
- Act as a resource for dissemination of EPHT data and information.
- Evaluate partner input for potential inclusion on the Missouri EPHTN portal.
- Provide opportunities for agencies, organizations, and elected officials to complete the national EPHT 101 course.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Strategy 4: Collaborate with allied agencies and programs.

Activities:

- Evaluate submitted proposals and promote existing administrative processes and policies to assure timely and effective review and response.
- Assist department health education staff to create materials for use by the public.
- Promote opportunities for resource sharing at local and regional meetings and conferences.

- Act as a resource for dissemination of EPHT data and information.
- Evaluate partner input for potential inclusion on the Missouri EPHTN portal.
- Provide opportunities for agencies, organizations, and elected officials to complete the national EPHT 101 course.
- Offer consultation and technical assistance.
- Assist in identifying capacity, structure, and opportunities.

Performance Measures:

- Continue active participation in national workgroups (e.g. PMO, SND, and CWG) beginning August 2011.
- Participate in new national workgroups (e.g. PMO, SND, and CWG), sub-groups, teams, pilots, and other groups as they are identified beginning August 2011.
- Attend all scheduled EPHT conferences, workshops, and meetings beginning in August 2011.
- Solicit and incorporate partner feedback in all Missouri EPHT program evaluation activities beginning August 2011.
- Enhance the Missouri EPHT portal by providing a seamless and transparent transition between the program website and data portal by December 2011.
- Produce a bi-annual update on EPHT network development and collaborations by July 2012.
- Collect and evaluate partner input annually, beginning by December 2011.
- Complete long-term evaluation of the state EPHT network by July 2014.
- Web-publish the *Missouri EPHT Network Status* report annually beginning January 2012.
- Actively monitor and identify public health investigations and interventions that were based on information obtained from the Missouri EPHT network on an on-going basis beginning August 2011.
- Make recommendations, discuss lessons learned, and evaluate new environmental public health data to be included on the state and national EPHT networks on an on-going basis beginning August 2011.
- Co-sponsor a regional environmental public health related seminar or workshop to focus on an aspect of environmental tracking (e.g. defining environmental exposure) with planning to begin by July 2012 and the seminar or workshop to be held by August 2014.

Estimated Timetable of Performance Measures

August 2011 – December 2011:

- Participate in all EPHT conference calls beginning in August 2011.
- Review Facebook page and monitor “Insights” and “Impressions” on a daily basis beginning August 2011.
- Review DHSS policies, standards, and practices relating to social media and marketing and the incorporation of new social technologies and products on a quarterly basis beginning August 2011.
- Disseminate Missouri and national EPHTN educational and outreach products at conferences, workshops, and other outreach events beginning August 2011.
- Provide Missouri and national EPHTN educational and outreach products for dissemination at partner sponsored/attended events beginning August 2011.
- Disseminate Missouri and national EPHTN educational and outreach products at collegiate level campus outreach events beginning August 2011.
- Solicit input from EPHTN users on new areas of interest and/or subject matter for inclusion on the Missouri portal beginning August 2011.
- Conduct management update briefings on a monthly basis beginning August 2011.
- Perform continual quality control and assurance processes on all datasets included on the Missouri EPHTN portal beginning August 2011.
- Review and evaluate function and operation of all interactive mappers available on the EPHTN portal on a monthly basis beginning August 2011.
- Provide technical assistance and dissemination of health data and information to stakeholders on an ongoing basis starting August 2011.
- Participate in workgroups and teams established by partners to assist in the collection, handling, and analysis of data on a continual basis beginning August 2011.
- Make recommendations, discuss lessons learned, and evaluate new environmental public health data to be included on the state and national EPHT networks on an on-going basis beginning August 2011.
- Continue active participation in national workgroups (e.g. PMO, SND, and CWG) beginning August 2011.
- Participate in new national workgroups (e.g. PMO, SND, and CWG), sub-groups, teams, pilots, and other groups as they are identified beginning August 2011.
- Attend all scheduled EPHT conferences, workshops, and meetings beginning in August 2011.
- Solicit and incorporate partner feedback in all Missouri EPHT program evaluation activities beginning August 2011.
- Actively monitor and identify public health investigations and interventions that were based on information obtained from the Missouri EPHT network on an on-going basis beginning August 2011.

- Make recommendations, discuss lessons learned, and evaluate new environmental public health data to be included on the state and national EPHT networks on an on-going basis beginning August 2011.
- Metadata templates will be reviewed and updated on an annual basis beginning September 2011.
- Compile a comprehensive health and environmental observance listing by September 2011.
- Complete initial evaluation of the MoDICE protocol by December 2011.
- Incorporate the comprehensive health and environmental observance listing into the Missouri Outreach Plan by October 2011.
- Conduct in-depth analysis and ad-hoc report testing on all datasets included on the Missouri EPHTN portal on a semi-annual basis beginning October 2011.
- Partner with Missouri's Coordinating Board for Higher Education (CBHE) and Department of Elementary and Secondary Education (DESE) to identify institutions and areas of study most likely to benefit from use of the EPHTN by December 2011.
- Identify additional data content area to be incorporated as a data query tool on the web-portal by December 2011.
- Identify and add any appropriate tracking network security roles to the DHSS directory by December 2011.
- Solicit feedback from existing technical advisors on the status of the Missouri state EPHT network by December 2011.
- Enhance the Missouri EPHT portal by providing a seamless and transparent transition between the program website and data portal by December 2011.
- Collect and evaluate partner input annually, beginning by December 2011.

January 2012 – June 2012:

- Create an annual executive summary of EPHT activities, to include national and grantee partners, and make it available on the Missouri EPHT portal starting by January 2012.
- Web-publish the Missouri EPHT Network Status report annually beginning January 2012.
- Compile a resource listing of potential college and university contacts by February 2012.
- Review all internal security policies and procedures that support role-based access of internal, external, and public users to the Missouri EPHT network by March 2012.
- Review security assessment criteria, including PHIN Preparedness Cross Functional components certification self-assessment and NIST SP 800-26 assessment by March 2012.
- Deliver semi-annual electronic newsletters to LPHA staff to highlight available products and abilities of the Missouri and national EPHT networks beginning March 2012.
- Review and evaluate web-based services to select the most appropriate for use as the platform of Missouri's VTAG by March 2012.

- Solicit feedback of “Missouri’s Environmental Public Health Team” Facebook fans on the usability and presentation of the Missouri EPHT network by April 2012.
- Develop and implement a collegiate level outreach campaign targeting students enrolled in health and/or environmental areas of study by April 2012.
- Complete and test identified revisions of the MoDICE protocol by June 2012.
- Identify data sources for the additional core conditions (per the RFA) by April 2012.
- Develop two “hands-on” training exercises on EPHT functionalities and products for display at conferences, workshops, and other outreach events by April 2012.
- Update technical information about the state network on the Missouri EPHT portal for review and comment by technical advisors by June 2012.

July 2012 – December 2012:

- Negotiate file transfer protocols and appropriate data sharing agreements (DSAs) for additional data sources by July 2012.
- Review existing Missouri web resources and incorporate into the EPHT Network portal by July 2012.
- Completion of metadata templates for additional core measures by July 2012.
- Develop and provide four training sessions for EPHTN users employed by LPHAs by July 2012.
- Recruit at least two new technical advisors to the group by July 2012.
- Produce a bi-annual update on EPHT network development and collaborations by July 2012.
- Establish and implement data exchanges with two state partners and/or allied agencies by August 2012.
- Develop and implement eight campaigns, highlighting partners, for use on social media, including Facebook, to facilitate cooperation across programs by August 2012.
- Complete DHSS justification and purchasing procedures to obtain the VTAG product by August 2012.
- Publish identified data for additional core measures on the state EPHT network web-portal by October 2012.
- Extend the web-portal to include all EPHT Network approved components by December 2012 or other mutually agreed upon date between the CDC and the Missouri DHSS/EPHT team.
- Design and implement two new interactive mappers for deployment on the Missouri EPHTN portal by December 2012.

January 2013 – June 2013:

- Implement Missouri’s EPHTN/VTAG community solution by January 2013.
- Meet and collaborate with sister programs and partners to maximize use and integration of the VTAG cyber resource into the Missouri EPHTN portal on a monthly basis beginning January 2013.

July 2013 – December 2013:

- Investigate, evaluate, and obtain data steward agreement to include two new data sets into the Missouri EPHTN portal by July 2013.
- Incorporate existing Missouri DHSS assets and resources into the VTAG community solution by July 2013.
- Develop and implement an outreach campaign targeting existing and potential TAG members to introduce the new VTAG community solution by July 2013.

2014 and beyond:

- Complete long-term evaluation of the state EPHT network by July 2014.
- Provide two internship opportunities to Missouri collegiate level students majoring in health and/or environmental areas of study by August 2014.
- Co-sponsor a regional environmental public health related seminar or workshop to focus on an aspect of environmental tracking (e.g. defining environmental exposure) with planning to begin by July 2012 and the seminar or workshop to be held by August 2014.

Other

- Deploy peer reviewed tools and methodologies to facilitate the display and interpretation of data as they become available and/or when recommended by the CDC/SND team; or at a date mutually agreed upon between the CDC/EPHT Branch and the Missouri DHSS/EPHT team.

Acronyms Used in this Plan

APEX	Academic Partner of Excellence
ASTHO	Association of State and Territorial Health Officials
BEE	Bureau of Environmental Epidemiology
CBHE	Coordinating Board for Higher Education
CD	Compact Disc
CDC	Centers for Disease Control and Prevention
CWG	Content Workgroup
DCPH	Division of Community and Public Health
DESE	Department of Elementary and Secondary Education
DHSS	Department of Health and Senior Services
DSA	Data Sharing Agreement
EPA	US Environmental Protection Agency
EPHT	Environmental Public Health Tracking
EPHTN	Environmental Public Health Tracking Network
FGDC	Federal Geographic Data Committee
IT	Information Technology
ITSD	Information Technology Services Division
LPHA	Local Public Health Agency
MoDICE	Missouri Data Investigation, Collection, and Evaluation
MPH	Masters of Public Health
NAHDO	National Association of Health Data Organizations
NAPHIS	National Association for Public Health Information Systems
NCPHI	National Center for Public Health Informatics
NHIN	National Health Information Network
NIST	National Institute of Standards and Technology
OA	Office of Administration
OPI	Office of Public Information
PHIN	Public Health Information Network
PI	Principal Investigator
PM	Program Manager
PMO	Program Marketing and Outreach
RFA	Request for Applications
ROM	Read Only Memory
SEPH	Section for Environmental Public Health
SND	Standards and Network Development
SP	Special Publication
TAG	Technical Advisory Group
VTAG	Virtual Technical Advisory Group

Plan Development and Maintenance

This strategic plan will continue to be revised and updated, as needed, as the program progresses. As part of the EPHT program's ongoing self-assessment, DHSS, ITSD, and other partner entities will meet periodically throughout the year and review this plan to determine whether revisions are needed. Revisions will be published annually.

This strategic plan is based upon an analysis of existing resources, knowledge of our relationships between agencies, stakeholders, and regional collaborators, and the continuing support of the CDC in their national efforts with organizations such as the Association of State and Territorial Health Officials (ASTHO), National Center for Public Health Informatics (NCPHI), US Environmental Protection Agency (EPA), National Association of Health Data Organizations (NAHDO), and the National Association for Public Health Information Systems (NAPHIS).

The implementation of the plan could be modified due to issues discovered during the negotiation process for each data sharing agreement (DSA), reprioritization of IT resources, and national or international disasters. In the event of changes to this plan, the Missouri EPHT program will revise the methodology and assess other secondary data sources.

The strategic plan is posted on the DHSS Internet site and available at:
<http://www.health.mo.gov/EPHT/Reports.html>.



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